

Research and Design Innovations for Mobile User Experience

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Chapter 6

Perception of Journalistic Content Printed on Paper and on an iPad Case Study: La Voz de Galicia

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ABSTRACT

The introduction of digital tablets and the reduction in their price has meant that the newspaper publishing market has had to adapt itself to a new medium with a heretofore unseen different concept of design and use that is a hybrid between print content and a Web page.

The aim of this comparative study is to investigate the reading experience of users in two different media: the print version of a newspaper and a rich PDF version of that newspaper distributed on the iPad. The study aims to contribute to the developing digital news industry with relevant findings regarding the features of current news applications. The study focuses on La Voz de Galicia, a regional daily newspaper with a circulation of more than one hundred thousand copies per day.

In this study, we draw conclusions regarding the level of interactivity and multimedia content that the sample group demands from newspaper-related tablet applications, the difference in perception of the journalistic content based on whether the medium is paper or the iPad and the intent to purchase the product. This information is particularly relevant given that it has been obtained from future adults who within a few years will be in a context in which the trend in paid journalistic consumption will decrease while the penetration of tablets in the market will increase.

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INTRODUCTION

The aim of this comparative study is to investigate the reading experience of user in two different media: The print version of a newspaper and a rich PDF version of that newspaper distributed on the iPad. Specifically, its goal is to determine whether the perception of credibility, depth, value of the focus and the interest attributed by the users to the journalistic content varies depending on the medium. It also seeks to identify how the reader uses the new potential of the digital medium: photo gallery, videos and updates to the application itself on the one hand, and videos, photos and galleries integrated into the PDF pages on the other. Lastly, this research is aimed at analysing the usability of the actual application being studied.

THEORETICAL BACKGROUND

Literature Review

There is limited scientific literature focusing on the iPad or press read on tablets mainly because academia tends to operate at a much slower pace than industry. There have been publications on this new mobile device since its appearance in 2010, but for the most part these have focused on its performance, usability, and – especially lately – there were reports on its user profile and its commercial dissemination, but these didn't necessarily focus on the study on journalistic contents, although this has occasionally taken into account. These contributions come from consultancy firms (Accenture, 2011; Price Waterhouse Coopers, 2011), trade associations (AIMIC, 2011; Ametic, 2011) or research centres (Pew Center, 2012; Knight Digital Media, 2012; the International Center for Journalists and the Nieman Lab of Harvard University, 2012).

Within the academic world, several theses (Cobos, 2011; Benckert van de Boel, 2011; Cunha, 2011; Haeger, 2011) have been published that more specifically address different aspects of the press on the iPad, although many of them are geared more towards magazines than general newspapers. Papers have also been presented at conferences such as those held by ECREA, the *International Symposium on Online Journalism* in Austin (Texas) or the Digital Journalism conference held in Huesca (Spain). Nevertheless, the only books published to date (September 2012) on newspapers on the iPad have been *Dalle Gazette all'iPad* by Elena Valentini (2012) – containing a valuable theoretical basis – and Mario García's *The iPad Design Lab* (2012). Through an analysis of the Italian newspapers and of interviews with journalists and experts in the field, the Italian researcher outlines the directions to be followed by the dailies on the iPad. For his part, based on his own experience as a designer, Cuba's Mario García (2012) details his idea of what the design of newspapers for tablets should be like so that their full potential can be realised. The other books on periodicals published on the iPad are not focused on general newspapers, but are instead more orientated towards magazines (Kawohl, 2011). The possibilities these new devices offer for journalism were also highlighted in the papers by Edo (2011), and Cabrera González and Bernal Trevino (2011).

In Portugal, the work of LabCom at the University of Beira Interior, as well as the work of the members of the Centro de Estudos das Tecnologias e Ciências da Comunicação (CETAC) at the University of Porto and the research carried out by Dora Santos Silva Lisbon on journals and magazines all deserve mentioning. Despite these contributions, to date there is a limited scientific literature on what general newspaper apps for the iPad should be like based on taking the user

experience into consideration, especially from the perspective of design, interactivity, multimedia content and other features typical of the tablet medium. This context is the focus of this research.

Conceptual Framework

This study falls within the framework of Information Literacy and Media Literacy, HCI (Human Computer Interaction) and Perception Studies.

The study of information literacy has developed separately from the study of media literacy, but the two traditions are beginning to converge. Media literacy has been defined as “the ability to access, analyze, evaluate and create messages across a variety of contexts” (Christ and Potter, 1998, p. 7). For its part, Information Literacy (Livingstone & Van Couvering, 2008) has probed four key concepts from the perspective of skills, competencies and knowledge: access to information, navigation, ‘critical literacy’ – understood as the ability to ‘read’ the Internet with a critical view – and creation.

Within the conceptual framework of HCI (Human Computer Interaction) a distinction has been made between the usability of the software app and the usability of the newspaper as a user interface, understood as facility, capacity, understandability and lack of errors in user experience. Hassenzahl (2008) defined the UX as follows: “Momentary, primarily evaluative feeling (good-bad) while interacting with a product or service” (p.11). In addition, the user experience has revealed the difference between the newspaper understood as a rich PDF, the informative content of the app and the user experience of the application itself.

For the purpose of this research, consideration is given to the fact that the applications may be from a newsstand or may be an application from a single newspaper. Within this type, two basic models should be distinguished:

1. Those including a rich PDF as the main product, complemented by secondary products like updating, photo and video galleries or a file of downloaded issues.
2. Those that do not include a rich PDF and whose main product is information adapted from the web or originally created for the iPad.

This paper focuses on the former category: those including a rich PDF as the main product. A “rich PDF” can include tags, hyperlinks, interactive elements and layers, according to its manufacturer Adobe. Newspapers often exploit these technical possibilities in order to include videos or photo galleries on the pages designed like the print version.

The perspectives of attention, distortion and selective retention have been taken into account in the field of perception (Berelson & Steiner, 1964). In essence, it has been assumed that people tend to notice stimuli that relate to their current needs, stimuli they expect to receive (depending, for example, on the brand or the type of product) and those with greater differences in terms of the normal intensity of the stimuli (e.g., a video within a printed newspaper format). As for selective distortion, it has been assumed that readers will tend to interpret information in a way that fits their preconceptions. With regard to selective retention, the fact that readers are not able to retain all the information to which they are exposed and that they will tend to remember information that confirms their beliefs and attitudes has been taken into account.

For the purposes of data analysis, the differences between the classical concepts of value proposition and value delivery have been taken into account. ‘Value proposition’ consists of the set of benefits that a company promises to deliver and a value system that includes all the experiences

that the client will have when it tries to obtain and use the offer (UX) (Kotler et al., 2009).

Lastly, a number of terms used in this work are subject to different interpretations and must be clarified:

- The term ‘classic version’ refers to the Internet version accessed via browser that displays the same as the version obtained on a computer (e.g., <http://www.lavozdegalicia.es/>).
- The term “mobile version” refers to the version of the contents of the Internet version of the newspaper adapted to mobile devices (e.g., <http://m.lavoz.es/>).
- The ‘web-based tablet apps’ is the application designed specifically for tablets that automatically imports web content.
- The ‘news photo/video gallery’ is the photographic or audio-visual content accessed directly from the pages of the PDF.
- The “general photo/video gallery” is the photographic or audio-visual content accessed from app-specific menus outside the PDF.

RESEARCH METHODOLOGY

Print newspapers share a limited variety of formats and designs since the advent of the commercial press in the second half of the nineteenth century. Front – or cover – pages and back pages, sections, pages and double pages, headlines, summaries, text columns, illustrations, photographs, captions and advertisements make up a ‘user interface’ accepted by the readers as an identifying element of the type of product they are getting: A newspaper, not a magazine or a book or pamphlet.

This journalistic tradition of presenting the news, based on “inverted-triangle” style, was transmitted to the design of radio and television news, which adapted the concepts of headlines,

summaries or sections until they ended up redefining their own journalistic formats. These formats also became recognisable to the audience: viewers of a news programmes recognise it and differentiate it from a magazine programme or a show, although sometimes the boundaries are blurred for self-serving purposes.

With the advent of the Internet, journalism in general and print newspapers in particular took a few years to adapt and define what a newspaper accessed by using a computer and a browser – with a distribution unrestricted by geographical barriers and with the potential to be constantly updated – should look like. Today, we can say that average readers are able to recognise that that they are visiting a newspaper website not only because of its particular brand name, but also because of the structure shared with other newspapers – including headlines, sections, columns, photos and videos – along with its menus, navigation type, and even fonts and dominant colours as well.

In fact, in the same way that radio and television news programmes transmitted the format of the news on print newspapers, radio and television station news websites tend to imitate the models created by the daily press on their websites. However, it seems logical that these online media will eventually find their own distinct model.

For their part, newspapers originating directly from the Internet – perhaps because their professionals still come from traditional media – use the format chosen by media originally published on paper.

And although those that were originally printed on paper have successfully adapted to the Internet, they are still solving the problem of how to adapt to mobile devices, including both smartphones and e-readers or tablets. The challenge is not only technological but also has social, financial and journalistic aspects. Newspapers do not want to lose readers who are used to paper and to pay for an issue, nor do they wish to lose readers who access the web page free of charge. They are also

unwilling to renounce the perception of depth, credibility and quality implied by the paper, as it provides a type of audience that is very popular with advertisers and a higher level of influence on the agenda of a country.

The main issue is, therefore, how to present the contents of a newspaper to be read on a tablet as a new way of doing business that can supplement the traditional business of selling issues and advertising. In the specific case of the iPad – although it could well be generally extrapolated to any mobile device – so far at least three types of content offered by publishers on digital media have been identified:

1. The Internet version of the newspaper – whether accessible through an application or directly via a browser – adapted and automatically downloaded to mobile media, a version sometimes specifically designed for iPad.
2. The newspaper in PDF format, designed and laid out just as it is printed on paper, enhanced with a more or less interactive and multimedia content.
3. The version created specifically for iPad, with different contents and a design that is different to the print and the Internet designs. For now, this latter is practically non-existent in major Spanish newspapers, though in the process of being developed.

The first option, even assuming different technologies, features a relative novelty with regard to accessing the Internet version with a computer: screen size and arrangement, mobility and touch interface are the main technological constraints that can affect the perception of journalistic content, but we must not forget human aspects such as posture, movement or the positioning of the device in readers' news-gathering routines (duration of use, time of day, proactive or reactive attitude, loyalty to certain newspapers and, therefore, to

certain channels such as certain applications or websites).

The second and third options present even greater novelty resulting in more uncertainties: To what extents do those reading on paper take advantage of interactivity? Do they wish to go from being readers to watching a video? Would they like the video to have a broadcast editing, or do they see it simply as a brief illustration that complements the information? Do readers value the opportunity to see many pictures of the same news story? Do they require updates throughout the day and, if so, how often? Do they see advertising better or worse, and do they remember it more or less? Do they read with the same sense of relaxation on a tablet than on paper, or do they surf more on a tablet? Are they willing to accept a totally new design and format?

And – certainly most important to businesses – are readers willing to pay for the newspaper on the tablet? The answer to this question can be ventured only if the perception of the value provided by the journalistic content to its readers is known.

In Spain, the rate of penetration of tablets is relatively high: 14% of the potential market, double the European average (7%) and almost three times the global average (5%), according to data from the TNS Mobile Life Report of July 2012.

The Spanish newspaper market is highly fragmented and regionalised. “*The Oficina para la Justificación de la Difusión* (Office for the Justification of Dissemination)” oversees ninety daily paid general information dailies, of which only four are presented as being for national distribution and have a total average daily circulation of less than one million copies. The remaining newspapers are regional or local, and total somewhat more than a million and a half copies. In contrast to this large number of newspapers, there is a marked downward trend in both dissemination and turnover.

Tablets, released commercially as a ray of hope for the print press, have already received international support such as *The Daily*, published

by News Corporation, which in August 2012 – a year and a half after its launch – announced cuts in jobs and spending, but kept its interest in the project by focusing on the content preferred by their readers.

In Spain there are initiatives for collective newsstands that disseminate newspapers and magazines for the iPad such as Kiosko y Más and Orbyt, along with projects that are specific to national (such as *El País* or *El Mundo*) and regional (such as *La Vanguardia* and *La Voz de Galicia*) newspapers that combine at least two of the strategies listed above in terms of content. In addition, they also combine different paid and free-of-charge options depending on which previous media they come from – paper in one case and the Internet in the other. Assessment of these initiatives by the publishers is not yet considered relevant from a quantitative perspective.

The definition of policies related to the product (especially in layout and design), price and distribution still seems a long way off, and there is very little research on the readers. There is research on how some print media are adapting to the design and interactivity of tablets (Haeger, 2011; Budiú & Nielsen, 2011; Benckert Van de Boel, 2011; Cunha, 2011; Cobos, 2011; Sanjuán Nozal & González, 2012), although they do not consider the informative nature itself of their contents. This chapter aims to begin a line of research to fill this gap, so its outcome – though suffering from poor statistical validity – is important for the communication sector in orientating the content of tablet-specific journalistic products.

The context of the journalism and technology market and the economic urgency of the editors justify the existence of studies that provide qualitative and quantitative information. The case of a regional daily newspaper with a circulation of more than one hundred thousand copies is – more than representative – illustrative and interesting for the sector.

Research Questions

This chapter focuses on the following premises:

1. The reader of a rich PDF has the same perception for the credibility of the journalistic product when compared with the reader of a printed newspaper.
2. The reader appreciates the enhancement and demands more.
3. The reader who is willing to pay for paper would also be willing to pay for the rich PDF.

Method

Sample

A non-random sample of convenience of twenty-two people ranging in age from eighteen to twenty-three is defined, of which thirteen are women and nine are men. Twelve participants state that they read the press and ten say they do not. Only three of them claim to read newspapers every day, six days a week; three are weekly readers. Of the sample, only four are iPad users.

Data Collection Instruments

The data collection instruments employed are as follows: Code table, usability test based on task observation, structured questionnaire and focus group.

The first step is to design a code table that defines the categories, subcategories and units of analysis on which the qualitative analysis of the results will focus. For the design of the table, which will permit obtaining data on the characteristics related to design, usability, interactivity, and multimedia, three researchers observed a sample of 75 versions of newspapers offered through the Apple App Store.

In order to validate the sample, each version was checked to make sure it could be classified as a journalistic application as opposed to those that are primarily news-related or '*infoTabment*'. This classification was carried out based on the following criteria:

1. Applications prioritising the consumption of information as a means for entertainment are considered *infoTabment* apps.
2. Applications that present information primarily as means for recounting specific facts or information are considered news-related apps.
3. Applications that present information polished by professionals, proven, completed by experts and to which greater credibility is given are considered journalistic applications.

After selecting the sample of seventy-five versions of newspapers for iPad that met the conditions for being considered journalistic, they were then submitted to parallel review by the researchers. During this review elements are sought that could become items of analysis based on three parameters: usability, interactivity and multimedia content. Also assessed are the journalistic function of multimedia content and the layout, taking into account in this latter case the newspaper's paper and Internet versions.

A preliminary version of the analysis table with two hundred seventy-nine items is obtained following this process and its encoding is subjected to validation by two expert researchers not taking part in this project. After this testing, several items that are recoded and others eliminated, leading to a table with two hundred thirty-nine elements.

The usability test based on task observation was carried out simultaneously in two seminar classrooms with a central table and the members of the sample sitting round it. In one, an iPad with access to the *La Voz de Galicia*'s application was

provided, and in the other the paper version of the same newspaper. A camera shooting a long shot was placed in each classroom, and it was decided that there would be two observers present per classroom.

The questionnaire was designed following in part the Likert scale with the aim of obtaining information on the news-gathering routines of the sample and also of completing the qualitative assessment.

The focus-group study was realized in the same settings where the previous tests were carried out with a long camera shot and a moderator. In addition, three researchers also observed the interview live.

Test Procedure

The code table applied to the iPad version of *La Voz de Galicia* on two different days of the week between April and June 2012 by two researchers served to define the categories, subcategories and units of analysis later in the subsequent qualitative analysis. The conclusions obtained from the data dump and the analysis thereof were analysed by three researchers. These findings were used to design the usability test and the subsequent questionnaires and focus group.

Firstly, the usability test was conducted by dividing the sample into two groups. Eleven subjects were provided with the *La Voz de Galicia* newspaper on the iPad and the remaining eleven were given the newspaper on paper. Both groups took part in the usage test concurrently in different rooms with a camera recording a long shot of their attitudes and in the presence of two research observers. This phase of testing was carried out without a time limit. As users finished reading the newspaper, they were given a printed structured questionnaire to be completed without a time limit. At the end of this process, the focus group meeting with a moderator began in the same meeting room,

which was also videotaped and observed live by three researchers. The focus group lasted about sixty minutes. The whole process was repeated on two separate days using the same schedule.

Results

The Structured Questionnaire

What did you think most important news item in the newspaper is?

The differences in assessment are not significant. Despite the newspaper format being very hierarchical, there was no clear agreement among users about what was the most important news item.

Which three news items have you found most interesting?

Attention did not focus on any news item, but instead there were a variety of different answers. The coincidences are not significant, although the interest rating was somewhat higher among readers of paper (230 total points versus 241).

From the perspective of attention, it is important to highlight in both cases the variety of responses and the limited coincidence in the topics that most attracted them.

Did you find out about any of them for the first time through this newspaper? Which one?

The only striking data is that no international information is highlighted on the iPad. What should be mentioned in general is the low level of coincidence among both print and iPad users.

With regard to the news items you already knew about, how did you first find out about them?

The purpose of this question was to ascertain the degree of digital distortion caused by the use of a particular medium. In this regard it is noteworthy

that fifteen of iPad users said they had received information previously more through digital media, compared to only nine of the print readers.

After reading the newspaper, assess the following aspects, rating each on a scale of 1 to 10:

- Reading the newspaper has given me credibility about the news that is of interest to me.
- Reading the newspaper has given me depth of knowledge about the news that is of interest to me.
- Reading the newspaper has given me a perspective that I had not thought about with regard to the news that is of interest to me.

The assessment of credibility and the provision of a new perspective was somewhat higher on paper, while the value of the depth of knowledge was slightly higher among readers of the iPad.

The Usability Test

Navigation and Reading

- All users used the iPad in landscape mode.
- In general, it was observed that several users had difficulties in finding the navigation menus. Once found, they were used in an explorative sense in order to see how they worked. They were not used again. The natural way to go to a specific section is turning pages forward or back.
- Several users tried to reduce the size of the PDF page so that they could see the double front page in landscape mode.
- Almost all users had the need to expand the size of the text generously and see a miniature version of the full page.
- They went from the top to the bottom of the page and turned the pages as occurs naturally. The eye scanned the page faster than on paper. Pages are also turned more

quickly. Similar results have come at the Poynter Institute (2012).

- The first user who finished reading the newspaper on the iPad took thirty-nine minutes; the last, forty-four minutes. Reading from paper took approximately ten minutes longer.

Multimedia, Interactive Content, and Breaking News

- Few users accessed videos; if they did, they did so once and did not do it again. In addition, the first person who tried to watch a video did so was able to do it twenty-five minutes after the test began.
- People who started to look at photo galleries within the news item did not finish viewing them.
- Users often tapped on photos.
- Two users tried to solve the puzzles on the PDF.
- Only one person entered the application menu, but barely stopped at any of the possibilities it offered, including the last minute update. The other users made no attempt to leave the PDF.
- One person whose application closed unexpectedly asked the observers for help.

The Focus Group

The main results from the focus group are as follows:

- The participants appreciated the multimedia enhancement provided by the iPad.
- They were unwilling to pay for the iPad edition; however, they were willing to pay for the paper, although they saw it as expensive.
- They did not value the quality of the newspaper's medium above the quality they obtained as a website user.

- They did appreciate the tablet as a product over the newspaper.
- They believed that tablets might be the future, but they saw them as expensive and a luxury item that they could not have access to because of their age, unlike mobile telephones or laptops.
- They thought that they could quickly get used to using them on a daily basis but did not see that as happening any time soon.
- They stated that they would read the newspaper more often if they had a tablet, but not necessarily via a specific application for the publication but instead via a web browser.
- Although they granted a certain value to the design of the newspaper design, they did not consider it important enough to believe that the information was presented better on a PDF than via *rss*, websites or other formats.
- No one believed that he or she would pay for information from a newspaper, even those who professed being traditional buyers of other online products or services.
- None of the users identified any added value from journalism other than just information.
- In response to any questions about increasing the opportunities for interaction, they all showed their support of the idea.
- Their attitude towards a video was not that of someone viewing an audio-visual product, but rather that of a user of a digital device who, a few seconds later, returned to the attitude of a reader of newspapers.
- The assessment of the videos was not good, although participants were pleased that they existed.

Discussion

When discussing these results, it is essential to keep in mind that the study was conducted exactly

two years after the release of the iPad tablet, and among a sample of users easily dazzled by the technological novelty and deeply engrained patterns of computer and mobile phone use in their daily lives and in their – otherwise – scarce news-gathering routines. It must be remembered that only four of the twenty-two students had used an iPad before. Aside from this, the geographical scope in which the study was conducted has a digital use that is below the averages of Spain and Europe. Moreover, the physical space in which the test was performed and the convenience sample used was likely to cause a behavioural bias worth taking into consideration: this is a group of users with a learner's attitude that feels observed by their teachers, who usually provide them with knowledge, experience and skills about technological environments they are not familiar in their daily lives. Therefore, it seems reasonable to infer that there was a perception, which was unduly affected by the device itself, and that the answers were somehow conditioned by expectations that the participants assumed those observing them had. It is also important to note here that the students were enrolled in the Bachelor of Communication Studies programme, courses in which they often must deal with using devices and technologies that are not common in their everyday lives.

No Intention to Pay for the Journalistic Content on iPad

Of all the above findings, certainly the most important is the one that clearly shows that there is a clear intention of not paying for the consumption of journalistic content proposed via a tablet. Compared to the traditional acceptance of paying for a paper newspaper, presenting the newspaper's paper format on the iPad did not mean price equality, but rather the opposite. Here it is also important to note that a slightly higher perception of the role of the paper version over the iPad version can be observed from the results of the

structured questionnaire with regard to credibility, depth of knowledge and value of the perspective. However, they have no economic importance as users of digital devices have come to consider the news product as something free and of little journalistic value.

Limited Interest towards Using the Multimedia Enhancements and Interactive Features on iPad

The second of the most striking results was that – in contrast to a declared desire for greater interactivity, multimedia enhancement and generally for all kinds of improvements associated with the iPad's technological potential – when the usability test was conducted, it was evident that hardly any of all these possibilities were used. This could have been due to several reasons. One of which is the traditional attitude of the newspaper reader in which the person is actually busy with reading, not watching videos or interacting. It must be borne in mind that the reaction of this study's sample group could have been motivated more by the test procedure itself than by their usual behaviour when reading digital media. Another reason may be the low level of attractiveness of the multimedia content in the issue used in conducting the test. A third reason that would justify this behaviour may be that consumers routinely ask for all the product enhancement opportunities that they be can offered, regardless of whether they need them, especially in response to a direct question. In this case it makes more sense to rely on the observation of the usage test than on the statements of the users themselves.

Limited Perceived Value of the Journalistic Content

The third of the results worthy of note rises from the comparison of the perceived value of the journalistic content between the tablet and paper.

From the results on credibility, depth of knowledge and perspective – generally quite homogeneous – worthy of highlighting is the fact that the perceived value of the perspective is less than that of the depth of knowledge. This may be due to two reasons that are not exclusive but, instead, complementary. The first is that users did not perceive any value in the paper's perspective, i.e., that they did not grant the newspaper the capability of enriching their own personal views (fewer than 5). The second, that the printed newspaper format conveys a remarkable depth (more than 7), something that could result from the lack of a newspaper reading habit and, therefore, from the perception that written journalism is more profound than the rest of the media. What seems clear is that there were no significant differences in the perception of value based on media type – tablet or paper – or as to the credibility, depth of knowledge or richness of perspective.

Consideration should be given to the issue of the value of the perspective in which – as became evident during the focus group – the added value of professional journalism compared to pure information was not perceived, whether the information was professional or not. This lack of awareness may be related to the fact that only three of the twenty-two members of the study group were daily newspaper readers and that ten of them did not read the press. The same circumstances may have also influenced the fact that, although they appreciated the PDF design, they did not appreciate it enough to prefer other design types.

No Interest for a Separate Native Newspaper Application

Along the same line is the fact that they considered that – although they would read more newspapers if they had a tablet – they would not do so via a specific application, but rather via the website. Once again, the usage habits of the participants in the study must be taken into account: They

were accustomed to obtaining information via the Internet. They were more drawn by the novelty of the table from a hardware or user interface perspective than from the perspective of specific applications. Therefore, although they claimed that they were easily able to adapt to the everyday use of the tablet, they apparently did not associate the journalistic content with it, but rather seemed to still associate this content to paper or the Internet, without stopping to consider a native newspaper application as a new medium.

A similar explanation may be given for the fact that, despite being regular buyers of online products or services, they did not think that they would pay for online journalistic content. We were surprised to find out that they believed this journalistic content can be paid for on paper version. Given a printed newspaper and the same one in electronic format with new added content such as videos, photo galleries or last minute updates, they paid for the first and not the second, as if the paper medium *per se* were of value.

In short, this is a typical situation of discovering a new technological gadget that distracts the user's attention from the subject of the research – journalistic content – and turns it to the device itself, which they associated with other devices they considered to be similar – such as a telephone or computer – while also showing their traditional behaviour in terms of their habits of consuming journalistic content via the Internet or on paper.

CONCLUSION

This study aimed to investigate the level of interactivity and multimedia content that users demand from newspaper-related tablet applications, the difference in perception of the journalistic content based on whether the medium is paper or the iPad and the intent to purchase the product.

Findings support the notion that the reader of a rich PDF has the same perception for the cred-

ibility of the journalistic product when compared to the reader of a printed newspaper. However, the reader who is willing to pay for paper wouldn't be willing to pay for the rich PDF. Briefly, we have an audience that would not pay for a newspaper in any event.

The data from this study could propose not only a possible dark future for the paid print press but also for the press with the traditional look and feel, i.e., in terms of both format and business model. It must be borne in mind that studies like this one are focused on a segment of readers that in a few years would typically be defined as a "target group" for quality journalism, with this latter to be understood as the journalism that intends to influence the agenda of a country, and business sector based primarily on providing quality information to its readers and quality readers to its advertisers. The university students of today are the adults who will make up the supposedly best-informed social group of the future. It seems clear that there is a need for new ways that will make journalism more necessary, desirable and demandable in market terms to them. One could argue that young people have never been interested in journalistic content until they gradually assumed responsibilities, and that this is – and has always been – so. However, until recently, the simple social trend led them to become main buyers of newspapers while, beginning with the spread of digital and free-of-charge media, this trend has reversed. The appearance of the tablet has been presented as an opportunity to delay or even to regain the curve, but the format used and analysed in this study has not yielded encouraging results.

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KEY TERMS AND DEFINITIONS

InfoTabment: The application of infotainment to the new attitude detected among tablet users when they consume information and entertainment. It was first used in studies conducted in 2011 by the Grupo de Cultura y Comunicación Interactiva of the University of A Coruña on the behaviour of iPad news readers.

InfoTabment App: The information is understood to be a consumer item for distraction. The currency of the news agenda exists side-by-side with more tabloid-type topics that may arise from social network buzz as well as from non-news-related content that is unrelated to current events (programmes, fiction, cooking, health, tourism, holidays, etc.). Photo and/or video galleries are sorted based on simple criteria (time or important topics) and chosen based on journalistic content as much as aesthetics. Its consumption is less leisurely than journalistic content but more than that which is strictly news-related. This type of application is aimed at the user having a rewarding feeling when finished.

iPad: Tablet computer developed by Apple.

Journalistic App: Information is understood as journalistic content when the news is

supplemented with statements and may contain authoritative opinion. Usually, the audience of this type of application are loyal to the source, trust the journalistic criteria, have a consumption habit is at least daily and allow themselves to be guided to some extent by the newspaper design of the medium. When finished using it, the audience have the feeling being well informed overall and, in general, are users that pay or have paid for information.

News-Related App: Information is understood to be a simple specific item of data when the news items are brief or of significance (newsflash, late-breaking news, point-by-point summary and results, share prices, etc.). This information may include citizen journalism, a list of headlines, links, resource directories, social networking with a certain level of news-related specialisation, rss, news aggregators, content farms, etc. News consumption is uncritical, fast and light. The audience are as loyal to that source as they are to many others with similar features; they do not mind using one application one day and another on another day in order to find the information they are interested in. Users search for information – facts, not interpretations or analyses – so they are not guided by the design of the newspaper, but instead use a search engine or move quickly through the application. They believe that the same information will be located elsewhere free of charge. When finished using it, they feel satisfied that they have found what they were looking for.

Perception: It is defined as the process by which an individual selects, organises and interprets sensory stimulation to create a meaningful picture of the world. (Berelson & Steiner, 1964. p. 88).

Usability: Within the conceptual framework of HCI (Human Computer Interaction) a distinction has been made between the usability of the software application and the usability of the newspaper as a user interface, understood as facility, capacity, understandability and lack of errors in usage.